



For Immediate Release

Contacts:

Donna Dell'Aringa
Trust Company of America
303-705-6270
ddellinga@trustamerica.com

Daniel Welch
Story + Welch
303-993-6827
dwelch@storywelch.com

Trust Company of America's Assets Under Custody Cross Another Milestone

Annualized growth rate of 38 percent verifies market need for a custodian who can provide more

DENVER (April 1, 2008) – Trust Company of America, a specialized provider of custody services to fee-based Registered Investment Advisors, today announced that its 2007 year-end total assets under custody (AUC) surpassed \$7 billion, representing a 38 percent increase during 2007.

Trust Company's total AUC at the end of 2006 totaled \$5.4 billion. By April 2007, total AUC surpassed \$6 billion, and six months later, it surpassed the \$7 billion mark. This acceleration was propelled by Trust Company's institutional advisor services division which experienced the largest growth. By the end of 2007, the division had \$6.3 billion AUC – a 43 percent growth rate after finishing with \$4.4 billion in advisor assets at the close of 2006.

“This milestone reflects our advisors’ need for the cost mitigation and process enhancement that our technology provides. It also reflects our non-compete pledge to the advisor community and the unique, personal services we deliver – both which are not typically found at larger institutions,” said Terry Reitan, Trust Company of America president and CEO. “As we continue to grow, we remain committed to supporting the individualized needs of the advisor community. This has been our sole business vision from the start and our key differentiator.”

A dramatic increase in the adoption of Trust Company's institutional advisor services is fueling the company's rapid growth. The firm's custody platform consists of portfolio management, trading, modeling, rebalancing, fee management, and reporting technology in a single application. The single application approach allows the functions to interact seamlessly unlike any combination of integrated third-party software applications. Advisors work with real-time information, can literally trade or invest new money in thousands of accounts in seconds, and can fully eliminate data downloads and reconciliation hassles. These fundamental abilities can save advisors hours of time and effort compared to other solutions on the market.

In the last six months, Trust Company has unveiled several time-saving innovations for advisors including their Multi-Manager Unified Account Program, Sales Analytics reporting tool, and a strategy-level modeling component to their modeled portfolio technology.

By providing advisors with the best time-saving solutions in the industry coupled with impeccable client services, Trust Company of America makes an advisor's life easier through enhanced practice management and office efficiency.

About Trust Company of America Institutional Advisor Services

Trust Company of America Institutional Advisor Services is an independent, differentiated provider of custody, trading, and back office services to fee-only registered investment advisors. Trust Company Institutional Advisor Services provides unique benefits such as a state-of-the-art modeled strategies trading platform, specialized support for advisors who sell through representatives, and a flexible, complete fee management program. Trust Company Institutional Advisor Services delivers the scalability advisors need to spend less money on overhead and more time growing their business. For more information about Trust Company of America's unique services for advisors, please visit www.trustamerica.com/investment-advisor.

About Trust Company of America

Trust Company of America is a specialized provider of custody and back office services to the financial services industry. Utilizing advanced technology and responsive client support, Trust Company services include registered investment advisor custody services, self-directed IRA account administration, and secure information processing. Trust Company is a privately-held company headquartered in Centennial, Colorado. For more information on Trust Company of America services, visit us at www.trustamerica.com

###